
Key Note Panel

The Next Three Years Changing The Game Marketing and Finance Align

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August 2010
Boston



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

The Proposition

MASB

where marketing and finance align
on measurement

for reporting, forecasting and improving financial returns
from buyers in markets...short-term and over time.

AKA

**THE
BOARDROOM PROJECT** →

The 2010 Summer Summit

*Will feature a Key Note Panel
comprised of Senior Marketing and Finance executives
who will identify common ground & reach conceptual alignment
as to the role of marketing (and brands)
in the overall financial performance of the firm*

The Panel

Finance



Jeff Kampsen
FedEx & Coca-Cola

Marketing



Ken Lewis
Sun Coffee Roasters
Timex, Stanley Works
Walt Disney



John Matthews
Comcast



Bob Liodice
ANA Constituency
All Brands

**role of marketing (and brands)
in overall financial performance of the firm**

Conceptual Alignment?

Marketing => Branding

Creating Brand Preference

Profitable Growth over Time*

Asset (Brand Value)

Shareholder Value

On Balance Sheet**

Panel aligned/agreed with following caveats:

- * “How much” & “over what period of time” needs quantification**
- ** Not sure this is necessary**

Q & A: MASB Board & Guests

Board & Guests aligned /agreed with following exceptions:

Marketing function not entirely responsible for creating/building brands

Brand needs agreed upon definition

The Decision

**In May 2010, the decision was made by MASB Directors
to move beyond The First 3-Years (Start-Up)
to The Next 3-Years (Game Changers)
with two “game changing” projects
as the cornerstones of the Plan**

The Next 3-Years

Overall Objectives: Change the Game, Ignite the Transformation

- **GC I: FASB/MASB Partnership for Aligning GAAP and MMAP**
Become FASB's partner for changing the accounting & reporting rules related to marketing expenditures such that financial returns from corporations will be driven and measured by buyer behavior in markets over time*
- **GC II: Branding, From Expense to Investment Model & Discipline**
Develop and trial/validate an internal model for brand building budgeting and project/expense authorization that represents the time period over which financial returns from the activity are realized... align management incentive systems accordingly
- **Prioritize other Projects to support the game changers**

* Buyers might be consumers, customers, investors, etc.



Thank-you!



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